

LEO BURNETT U.S.A.

a division of Leo Burnett Worldwide, Inc.

Ad No. 3785—Marketing—Reg. No. 80801—Pages 4/C—47g x 33 inches—Rolling Stone, 1978 1/A

Printed in U.S.A.

Marlboro Lights

The spirit of Marlboro in a low tar cigarette.

Lighter in taste. Lower in tar.
And still offers up the
same quality that has
made Marlboro famous.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

13 mg. "tar," 0.8 mg. nicotine av. per cigarette, FTC Report Apr. '78

